



Procurement Marketing 101:

Promoting the Department & Projects



Agenda

- Marketing explained
- Types of marketing roles & best practices
- Communication vs Collaboration
- How does marketing relate to procurement?
- Examples of procurement marketing
- Brainstorm on marketing to:
 - Vendor community/bidders
 - Internal stakeholders/Departments
 - Tax payers/community

Marketing: explained

- Marketing Plan
- SWOT Analysis
- 4P's of marketing
- AIDA Curve

mar·ket·ing

/ˈmɑːkətiŋ/ 

noun

the action or business of promoting and selling products or services, including market research and advertising.

Marketing research

- Who?
- What?
- When?
- Where?
- Why?

RESEARCH

A hand holding a blue marker is shown at the bottom right of the slide, underlining the word 'RESEARCH' which is written in blue capital letters.

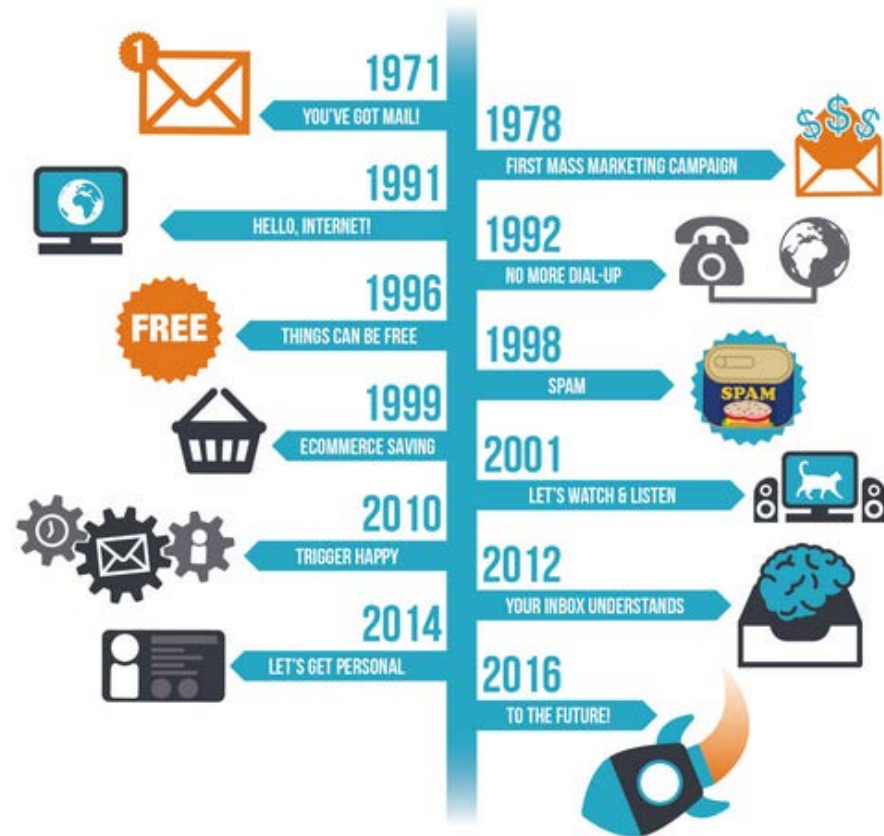
Social Marketing



Search Engine Optimization (SEO)

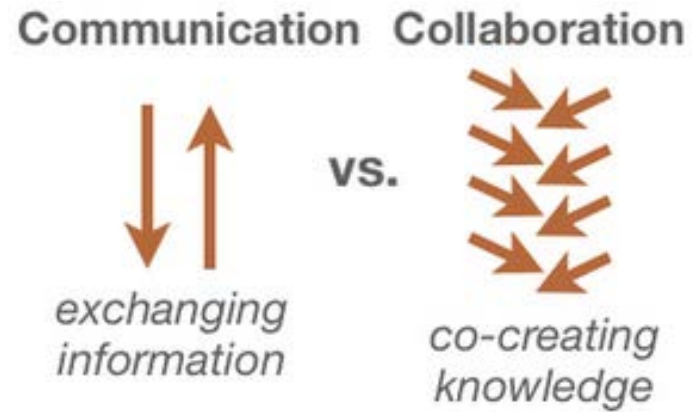


Email Marketing



Communication vs Collaboration

- Instead of just communicating TO, collaborate WITH



What can we take from marketing to procurement?

- What is our goal?
- What do we know about the product/service?
- Who is our “customer”? How do we reach them?
- What is our message?
- How do we get our message to the “customer”?
- Communicate, Collaborate or both?

Let's brainstorm

- Vendors, bidders & contract holders
- Internal stakeholders, departments, boards
- Taxpayers & community

Connecting with Kim

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